

ORDER



Orders
Order / Rev: 719233
Alt Order #: 06358216
Product Desc: OBAMA SKED C
Estimate: 1904
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/28/12 / 10/02/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	56	\$69,475.00	\$59,053.75
10/08/12	10/14/12	12	\$22,000.00	\$18,700.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	68	\$91,475.00	\$77,753.75	0.00
Totals	68	\$91,475.00	\$77,753.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/02/12	10/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -			3		\$650.00		0.00				
E 2	WKYC	10/02/12	10/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -			3		\$1,400.00		0.00				
E 3	WKYC	10/02/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$1,400.00	P-2	0.00	NM	8	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -			8		\$1,400.00		0.00				
E 4	WKYC	10/02/12	10/05/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -			1		\$175.00		0.00				
E 5	WKYC	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- - - - - S -			1		\$1,400.00		0.00				
E 6	WKYC	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- - - - - S			1		\$1,400.00		0.00				

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Advertiser: Obama/D/President
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$1,400.00 0.00 </div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 10/01/12-10/07/12 SUN TDY 8a-9a -----Su :30 (\$1,400.00) 0.00 NM See MG 6.2 </div> <div> 2 WKYC 10/01/12-10/07/12 SAT TDY 7a-9a -----Sa-- :30 \$1,400.00 0.00 NM Ⓜ MG for 6.1 10/07 </div> </div>															
E 7	WKYC	10/02/12	10/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-TWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$600.00 0.00 </div> </div>															
E 8	WKYC	10/02/12	10/05/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-TWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$250.00 0.00 </div> </div>															
E 9	WKYC	10/02/12	10/05/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-TWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$400.00 0.00 </div> </div>															
E 10	WKYC	10/02/12	10/05/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-TWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$400.00 0.00 </div> </div>															
E 11	WKYC	10/02/12	10/05/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-TWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$500.00 0.00 </div> </div>															
E 12	WKYC	10/02/12	10/05/12	M-F 2-3p Rachel Ray	CM	2-3p	-TWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$400.00 0.00 </div> </div>															
E 13	WKYC	10/06/12	10/06/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$1,400.00 0.00 </div> </div>															
E 14	WKYC	10/07/12	10/07/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$1,400.00 0.00 </div> </div>															
E 15	WKYC	10/07/12	10/07/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$650.00 0.00 </div> </div>															
E 16	WKYC	10/02/12	10/05/12	M-F 3-4p The Doctors	CM	3p-4p	-TWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$450.00 0.00 </div> </div>															
E 17	WKYC	10/02/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$600.00 0.00 </div> </div>															
E 18	WKYC	10/02/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$1,000.00 0.00 </div> </div>															
E 19	WKYC	10/02/12	10/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWTF--	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WKYC	10/02/12	10/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	1		\$2,400.00		0.00						
E 20	WKYC	10/02/12	10/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	3		\$2,400.00		0.00						
E 21	WKYC	10/08/12	10/08/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$10,000.00		0.00						
E 22	WKYC	10/08/12	10/08/12	Mon Prime C Mon Prime C	CM	10-11p	M- - - - -	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$5,000.00		0.00						
E 23	WKYC	10/02/12	10/02/12	Tue Prime A Tue Prime A	CM	8-9p	- T - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- T - - - -	1		\$10,000.00		0.00						
E 24	WKYC	10/02/12	10/02/12	Tue Prime C Tue Prime C	CM	10-11p	- T - - - -	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- T - - - -	1		\$7,500.00		0.00						
E 25	WKYC	10/02/12	10/06/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF - -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	1		\$2,400.00		0.00						
E 26	WKYC	10/02/12	10/05/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	2		\$1,200.00		0.00						
E 27	WKYC	10/08/12	10/08/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M- - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$600.00		0.00						
E 28	WKYC	10/08/12	10/08/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M- - - - -	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$250.00		0.00						
E 29	WKYC	10/08/12	10/08/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$400.00		0.00						
E 30	WKYC	10/08/12	10/08/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$400.00		0.00						
E 31	WKYC	10/08/12	10/08/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M- - - - -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$500.00		0.00						
E 32	WKYC	10/08/12	10/08/12	M-F 2-3p Rachel Ray	CM	2-3p	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$400.00		0.00						
E 33	WKYC	10/08/12	10/08/12	M-F 3-4p The Doctors	CM	3p-4p	M- - - - -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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WKYC

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E 33	WKYC	10/08/12	10/08/12	M-F 3-4p The Doctors	CM	3p-4p	M- - - - -	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M- - - - -		1			\$450.00		0.00			
E 34	WKYC	10/08/12	10/08/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M- - - - -	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M- - - - -		1			\$600.00		0.00			
E 35	WKYC	10/08/12	10/08/12	M-F 5-6p Dr. Phil	CM	5p-6p	M- - - - -	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M- - - - -		1			\$1,000.00		0.00			
E 36	WKYC	10/08/12	10/08/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M- - - - -	:30	1	\$2,400.00	P-2	0.00 NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M- - - - -		1			\$2,400.00		0.00			
Totals													68	\$91,475.00